

Message Text

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43

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EUR/EE:MR JOHNSON (PHONE)

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MR HURWITZ (PHONE) MR VAN HUEVEN(PHONE) MR SHEPARD(PHONE)

----- 035352

R 220014Z SEP 73

FM SECSTATE WASHDC

TO AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY WARSAW

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FOLLOWING USIA 18013 21 SEP 73 SENT ALL USIS PRINCIPAL POSTS

USEC BRUSSELS FT LAMY LIBREVILLE SUVA RPT TO YOU QTE

UNCLAS USIA 18013 CIRCULAR

USIAC

USEC BRUSSELS OR USIS

GENEVA FOR USIS/USIO

USNATO FOR USIS

FOLLOWING POSTS TAKE FOR INFO ONLY:

ABIDJAN, ACCRA, ADDIS ABABA, BAMAKO, BLANTYRE, BUJUMBURA, CONAKRY
COTONOU, DAKAR, DAR ES SALAAM, FREETOWN, FORT LAMY, KAMPALA,
KINSHASA, LAGOS, LIBREVILLE, LOME, LUSAKA, MASERU, MOGADISCIO
MONROVIA, NAIROBI, NIAMEY, OUAGADOUGOU, PRETORIA, TANANARIVE, YAOUNDE

BEIRUT, MANILA, MEXICO PASS ALSO RSC'S

EO 11652: N/A

SUBJ: PROSPECTUS FOR "CORE" MAGAZINE, HORIZONS USA

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REF: USIA 13033-C

1. FIRST ISSUE OF HORIZONS USA, AGENCY'S BIMONTHLY "CORE" MAGAZINE, IS NOW IN EDITORIAL PREPARATION. ENGLISH-AND SPANISH-LANGUAGE EDITIONS THIS JANUARY-FEBRUARY 1974 ISSUE ARE DUE TO BE PRINTED AT REGIONAL SERVICE CENTERS IN JANUARY.

2. AUDIENCE. HORIZONS USA WILL BE EDITED FOR GOVERNMENT OFFICIALS, MEDIA LEADERS, PROFESSIONALS AND OTHER MEMBERS OF INFORMATIONAL ELITE WHO, REGARDLESS THEIR GEOGRAPHICAL LOCATION, SHARE COMMON FUND OF EXPERIENCE -- KNOWLEDGE, IDEAS, WAYS OF THINKING AND APPROACHES TO DEALING WITH CONTEMPORARY PROBLEMS.

3. CONTENTS. MAIN FOCUS HORIZONSUSA WILL BE VITALITY OF AMERICAN SOCIETY FACING STRESSES OF AGE OF TRANSITION, IN CONTEXT OF INTERNATIONAL COMMUNITY. MAGAZINE WILL REPORT WHAT AMERICANS ARE DOING AND THINKING DOMESTICALLY AND INTERNATIONALLY; WILL SHOW HOW THEY DRAW STRENGTH FROM THEIR FUNDAMENTAL BELIEFS AND HOW FLEXIBILITY THEIR INSTITUTIONS HELPS THEM MEET CHALLENGES OF PRESENT AND LOOK TO FUTURE. MORE SPECIFICALLY, WE WILL CONCENTRATE ON FIVE CLUSTERS OF READER INTEREST: POLITICAL ISSUES AND INTERNATIONAL AFFAIRS; SOCIAL ISSUES; ECONOMICS (STRESSING U.S. BUSINESS IN ITS SOCIAL CONTEXT AND MAJOR INTERNATIONAL ISSUES); SCIENCE AND TECHNOLOGY; CREATIVE ARTS AND POPULAR CULTURE (WITH EMPHASIS ON THEIR SIGNIFICANCE AS MIRRORS OF VITALITY AMERICAN SOCIETY). THROUGHOUT MAGAZINE, WE WILL STRIVE KEEP LEVEL AND QUALITY OF WRITING ON PAR WITH HARPER'S RATHER THAN EITHER READER'S DIGEST OR DAEDALUS/SCIENTIFIC AMERICAN. AND WE WILL STRIVE TOWARD ADMITTEDLY DIFFICULT GOAL OF HOLDING INTEREST OF SPECIALIST IN HIS FIELD WHILE STILL GETTING ACROSS TO HIM IN FIELDS OTHER THAN HIS OWN. CONSEQUENTLY, WHILE WE MAY FIND APPROPRIATE TEXTS TO REPRINT FROM U.S. MAGAZINES AND BOOKS, WE WILL OFTEN GO TO TOP EXPERTS FOR ARTICLES ESPECIALLY TAILORED HORIZONS USA.

4. PLACE WITHIN AGENCY'S WORLDWIDE PUBLICATIONS PROGRAM. CHOICE OF CONTENTS AND FORMAT OF HORIZONS USA DESIGNED TO GIVE IT UNIQUE PERSONALITY, QUITE DISTINCT FROM THREE WORLDWIDE AGENCY JOURNALS. WHILE IT WILL DISCUSS ECONOMICS, FOR INSTANCE, IT WILL DIFFER FROM ECONOMIC IMPACT BY LIMITING ITSELF TO TREATING EITHER MAJOR INTERNATIONAL ISSUE OR ASPECT OF AMERICAN BUSINESS WHICH ILLUMINATES WORKINGS OF AMERICANSOCIETY. ITS TREATMENT CULTURAL SUBJECTS WILL NOT BE AS BROAD AS DIALOGUE'S, AND WILL FOCUS SHARPLY ON TRENDS AND PEOPLE REFLECTING U.S. CREATIVE VITALITY. ITS APPROACH TO POLITICAL ISSUES AND INTERNATIONAL AFFAIRS, WHILE IN DEPTH,

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WILL ENCOMPASS MUCH BROADER SUBJECTS THAN MOST ARTICLES IN PROBLEMS OF COMMUNISM, AND WILL FOCUS ON MAJOR FOREIGN POLICY CONCERNS.

5. FORMAT. MAGAZINE'S PICTURE-TEXT BALANCE WILL BE DEFINITELY TIPPED TOWARD TEXT, BUT HORIZONS USA WILL RETAIN STRONG VISUAL IMPACT, CLOSER IN STYLE TO REALITIES THAN TO LIFE'S PHOTOJOURNALISM.

PAGE SIZE WILL BE 8 1/4 X 10 1/2, WITH COLOR COVERS ON SAME COVER --

STOCK AS AMERICA ILLUSTRATED, AND INSIDE PAGES -- SOME COLOR, SOME BLACK-AND-WHITE--ON GOOD QUALITY PAPER. COVERS AND 48 INSIDE PAGES (FIRST AND LAST 24) WILL REMAIN SAME IN ALL EDITIONS. (ALLOWANCE WILL BE MADE THROUGH DESIGN AND OTHER DEVICES FOR LANGUAGE EXPANSION.) ENGLISH EDITIONS WILL USE TITLE, HORIZONS USA, BUT EDITIONS IN OTHER LANGUAGES MAY RETAIN NAME OF PREVIOUS POST MAGAZINE IF DESIRED. SPANISH EDITION WILL CARRY ONE TITLE.

6. FLEXIBILITY FOR ONE-COUNTRY OR THEMATIC TARGETING WILL BE PROVIDED BY CENTER SECTION, FOR WHICH SEVERAL OPTIONS ARE AVAILABLE:

A. IN WORLDWIDE ENGLISH EDITION, THIS SECTION WILL CONSIST OF 16 PAGES DEVOTED TO THEMATIC PROGRAMMING SUPPORT. B. POSTS WHICH PREVIOUSLY PUBLISHED AN ENGLISH-LANGUAGE MAGAZINE, AND PLAN ONE-COUNTRY ENGLISH EDITION HORIZONS USA, MAY SUBSTITUTE A 16-PAGE INSERT EDITORIALY PREPARED AT POST AND SENT TO THEIR REGIONAL SERVICE CENTER FOR PRINTING AND BINDING WITHIN COMMON "CORE."

C. POSTS WHICH PUBLISHED MAGAZINE IN LANGUAGE OTHER THAN ENGLISH AND PLAN OWN LANGUAGE EDITION (WITH CIRCULATION OF 5,000 COPIES OR MORE) MAY EITHER RETAIN THEMATIC PROGRAMMING SECTION (TRANSLATED LIKE REST OF MAGAZINE), OR SUBSTITUTE FOR IT CENTER SECTION OF 16, 8, OR 4 PAGES. D. SEPARATE MESSAGE WILL OUTLINE OPTIONS FOR SPANISH-LANGUAGE EDITIONS.

7. PRODUCTION. WORLDWIDE ENGLISH EDITION HORIZONS USA WILL BE PRINTED RSC MANILA AND BEIRUT, REGIONAL SPANISH EDITION FOR LATIN AMERICA AT RSC MEXICO. POSTS CAN PLACE ORDERS FOR THESE WITH THEIR RSC AGAINST IMPRESSION ACCOUNTS: FIRM ORDERS WILL BE SOLICITED WHEN POSTS RECEIVE TABLE OF CONTENTS FOR #1 LATER THIS MONTH.

POSTS PLANNING ONE-COUNTRY EDITIONS (MINIMUM CIRCULATION: 5,000 COPIES) SHOULD NOTIFY RSC, WITH INFORMATION COPY AGENCY/IPS/MH. DETAILS OF PRODUCTION WILL FOLLOW.

8. DISTRIBUTION. AS NEW LISTS ARE PREPARED FOR HORIZONS USA, ALL UNCLASSIFIED

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POSTS ARE URGED SCREEN AND UPDATE CAREFULLY DISTRIBUTION LISTS. RECENT SURVEY FINDINGS SEVERAL COUNTRIES AND SEVERAL MAGAZINES HAVE INDICATED LARGE NUMBERS AGENCY MAGAZINES NEVER REACH INTENDED RECIPIENTS. MAY ALSO BE ADVISABLE AT THIS TIME RECONSIDER OVERALL DISTRIBUTION PATTERN VARIOUS MAGAZINES DISTRIBUTED ANY ONE COUNTRY, REVISING APPROPRIATELY TARGETED LISTS AND IF NECESSARY READJUSTING CIRCULATION TOTALS ACCORDINGLY. KOPP UNQUOTE RUSH

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